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Ford Stands Pat On Fight With Coal Barons

All eyes in the motor world are centered upon the action taken by Henry Ford in announcing that he would fight the coal barons to a finish and aid in reduction of prices by closing all of his plants on September 16. This will throw 70,000 men out of work in Detroit and affect hundreds of thousands throughout the country. Already announcements have been made of closing of other plants should the motor king carry out his threat.

Ford has a reserve supply of coal that will enable him to keep the coke ovens in operation past the closing date. Ford's announcement was accompanied by a statement that the company was producing more than 5200 cars daily and that production was below the demand.

Despite the statement of Mayor James Couzens, one of the organizers of the Ford Motor Company and at present a stockholder in the Ford Motor Company of Canada, that "Ford has no intention of closing" and that what the motor king said last week was "entirely for effect," Ford is standing pat.

In some quarters it is the belief that advancement of steel prices plays as great a part in the move of the motor king as high prices for coal. The automotive trade has understood generally that when the Ford company started business it was with the understanding that a profit of \$100 would be made on each car turned out.

Competition has grown steadily keener. Recent announcement of reduction in price of the Chevrolet car has not brightened prospects for some competitors. Certain sections of the trade are of the opinion that a seasonal slump, together with a desire not to increase the price of Ford cars and at the same time a wish to keep the margin of profit at the old figure, may be back of the move to close temporarily.

Representatives of the Ford company refuse to comment upon the statement of Mayor Couzens.

"Closing of Ford plants would have a far reaching effect throughout the country, since it would close the various Ford industries interwoven in Ford activities," said H. H. Emmons, president of the Board of Commerce.

"In my opinion, every effort should be made to keep the Ford industries running. But I am reliably informed that it is Mr. Ford's intention to close on September 16, as he stated."

Need of Road Is Golden Rule

The Golden Rule might well be applied to motoring, and each driver who feels that another is depriving him of his share of the road should ask himself if he is granting the courtesy he requires of others.

Driving courtesy will relieve the congestion of the highways, in the opinion of William G. Fisher, sales manager for the McGill Motor Company, distributors of the Gardner light four.

"When the driver of one car speeds up and prevents another from passing he may be doing an immense amount of unintentional damage," said Mr. Fisher. "The drivers of the big cars often feel that they are disgraced if little cars go by them, but it is highly possible that the driver of the little ones has urgent reasons for getting to his destination. It may be that it is a doctor answering a sick call, or a mother trying to speed to an ailing child."

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Tops Covers

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WATCH FOR THE OPENING
About September 15 of the

PALMER Service Station

NEW LOCATION
NEW BUILDING
NEW EQUIPMENT

Finest Auto Service Structure
In the Harbor District

Border Avenue Opp. P. E. Station
TORRANCE

—THE—

Willard Battery Service STATION

Located in the Torrance Garage will occupy about September 15
A portion of the new

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NOW BEING COMPLETED ON
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Opp. P. E. Station
AND WILL BE KNOWN HEREAFTER AS THE

TORRANCE AUTO ELECTRIC

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TIRE TUBES AND ACCESSORIES. PUENTE OILS

By a new and improved process—
YOUR BATTERY RE-CHARGED WHILE YOU WAIT

HUP GIVES HEALTH.
The exercise gained in turning a motor wheel is more valuable than that gotten from walking, is the opinion held by many leading medical authorities.

The motor car is a great aid to health insurance and to bringing people where places of outdoor recreation can be constructed, says W. Harold Dodge, distributor of the Hupmobile.

"The slight physical effort required in turning the steering wheel reacts on the muscles of the arm and abdomen, according to Dr. Royal S. Copeland, who is the commissioner of health in New York City," said Mr. Dodge.

"Any Californian owning a Hupmobile can find it possible to go from mountains to seashore just as easy as he can walk around the block."

Further evidence of Ford Motor Company's intention to forestall competition is the announcement that touring cars in the future will be equipped with one-man tops.

SPIKES FOR SPEEDERS
The officials of the town of North Adams, Mass., are effectively enforcing the anti-speed ordinance with an original road barrier. A policeman stands at the side of the road with a red lantern. Speeding drivers are halted and cautioned to use discretion, providing they stop. If they fail to stop the policeman blows his whistle and farther along the road a belt, fitted with short spikes, is stretched across the highway. No one has run past it as yet.

"AT PUBLIC OUTCRY."
Below is a copy of an old auction bill printed in 1846. It was handed to us by an old friend, with the request that it be printed in order that the younger people may know something of what took place in the "land of the free" 75 years ago, and the peculiar English expressions used at that time, including one word common among the Negroes of the south. "State of Missouri, County of Pike, to whom it may concern:

The undersigned will on Tuesday, September 29, A. D. 1846, sell at public out-cry for cash, on premises where Coon Creek crosses the Mission Road, the following chattels, to-wit: 6 yoke of oxen with yokes and chains, 2 wagons with beds, 3 nigger wenches, 4 buck niggers, 3 nigger boys, 2 prairie plows, 25 steel hoghead tobacco, 1 lot nigger hoes, 1 spinning wheel, 1 loom, 13 fox hounds, a lot of coon, mink, and skunk skins and a lot of other articles. Am gwine to California. John Trooper, Richard Roe, Cryer.

Free head-cheese, apples and hard cider.—Dodgeville, Wis., Chronicle.

Use Oil Freely.

Oil is the only remedy for squeaks in the car. Friction between the body and the frame, mud guards, springs and spring clips, tire carrier, hop, radiator supports and many other places will cause noise. Squirt oil into all the likely places and the most unlikely places, and the annoying "birds" will be finally suppressed.

Larger Factory Room Needed By Wills

Plant Is Making High Grade Car To Be Increased

The Wills Sainte Claire is now represented in every important center of the United States. The number of distributors for this car has increased 110 per cent since the first of January. This has resulted in a greatly increased demand for the Wills Sainte Claire motor car and a new building in Los Angeles, providing 104,000 square feet of floor space, will be erected very soon. This will be used for painting and trimming.

C. Harold Wills, president of H. Wills & Company, makes the comment upon motor car sales and the position of the Wills Sainte Claire in the industry:

"The sales of Wills Sainte Claire cars and business prospects are more gratifying and reassuring at this time than they have ever been in the history of the company. Reports from the field indicate the largest list of prospects that we have ever had. We did more business the first six months of this year than we did all of last year. September business will be more than May business, which was the biggest month that we had ever had."

"We are getting ready for a production of Wills Sainte Claire cars."

FOR SALE

One Ford car, with a piston. Two rear wheels, one front. Has no fenders, but made Burns lots of gas hard to Carburetor busted half way. Engine missing, gas on two. Three years old, car in the Has shock absorbers 'n' ev. Ten spokes missing, front. All tires punctured, torn and Got lots of speed runs like Burns either oil or tobacco. Present owner swears like It's a dinged good car for

HAVE YOU NOTICED THE IMPROVEMENTS IN THE NEW

HUPMOBILE

- Now Finished in New Shade of Blue.
- New Design of Fenders.
- New Shaped Top with rear plate glass.
- New Improved Upholstering.
- New Outside Handles on Doors.
- Windshield Cleaner, Moto-Meter and Distinctive Hupmobile Rear Fan Light are now part of standard equipment.

Hupmobile and Wills Saint Claire

W. Harold Dodge

Agent for Torrance and Lomita District
Ocean Park Redondo

Overland \$895
SEDAN
f.o.b. Toledo

"Now Mother Markets by Motor—"

WOMEN who have never driven cars before, find, to their surprise, that everything about an Overland Sedan is remarkably simple. The driver's seat is comfortable. The gears shift easily. Steering becomes second nature.

Thousands of women who are driving Overland Sedans wonder how they ever got along without them. The Overland makes the fresh produce of the farm as accessible as the corner grocery. Shopping, too, becomes a pleasure instead of a hardship.

For real quality, comfort, style and all-round performance, the Overland Sedan is without question "the greatest motor car value in America."

Touring . . . \$550 Coupe . . . \$850
Roadster . . . 550 Sedan . . . 895
f. o. b. Toledo

Overland, Always a Good Investment, Now the Greatest Automobile Value in America

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RAHM & SON
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A Triumph

IN the past two months I has built and marketed more than in any similar period in its history.

This steadily increasing preference is proof of the recognition car owners of the greater value offered by Firestone. It is a fact that Firestone men—stockholders, company—all acted by the same principle of Miles' plan.

The high average performance of Firestone Cords without equal in the annals of tire making and is by the general agency to Firestone for handling service. and bus lines, buy tires by

Firestone

Schultz, Re
Torrance